

In the claims:

1. (currently amended) An internet protocol (IP) telephony system supporting an IP telephony session, the system comprising:
 - a calling end-point transmitting a request message for establishing a session with a called end-point;
 - a display coupled to the calling end-point for displaying information to a calling user;
 - a data store including information associated with the calling user; and
 - a routing device coupled to the data store and the calling end-point, the routing device receiving the request message and composing a response message having a message body, the message body being personalized based on information retrieved from the data store, the routing device transmitting the response message to the calling end-point for display of the message body to the calling user wherein the message body informs the calling user of an approximated waiting time prior to connection with the called end-point.
2. (original) The system of claim 1, wherein the message body includes instructions for the calling user.
3. (canceled)
4. (original) The system of claim 1, wherein the message body is displayed to the calling user while awaiting connection with the called end-point.
5. (original) The system of claim 1, wherein the routing device is a session initiation protocol server located at a call center.
6. (original) The system of claim 1, wherein the information is user profile information.

7. (currently amended) An internet protocol (IP) telephony system supporting a IP telephony session, the system comprising:

a calling end-point transmitting a request message for establishing a session with a called end-point;

a display coupled to the calling end-point for displaying information to a calling user;

a data store including promotional information; and

a routing device coupled to the data store and the calling end-point, the routing device receiving the request message and composing a response message having a message body, the message body including promotional information retrieved from the data store, the routing device transmitting the response message to the calling end-point for display of the message body to the calling user, wherein the message body further informs the calling user of an approximated waiting time for connection with the called end-point.

8. (original) The system of claim 7, wherein the message body further includes instructions for the calling user.

9. (canceled)

10. (original) The system of claim 7, wherein the message body is displayed to the calling user while awaiting connection with the called end-point.

11. (original) The system of claim 7, wherein the message body further includes personal data associated with the calling user.

12. (original) The system of claim 7, wherein the routing device is a session initiation protocol server located at a call center.

13. (original) The system of claim 7, wherein the promotional information is customized based on user profile information.

14. (canceled)

15. (canceled)

16. (canceled)

17. (canceled)

18. (currently amended) A method for establishing an internet protocol telephony session between a calling end-point and a called end-point, the method comprising:

transmitting a request message for establishing a session with the called end-point;

retrieving information of a calling user from a data store;

composing a message in response to the request message, the composed message being personalized based on the retrieved information;

including the composed message in a body of a response message;

transmitting the response message to the calling end-point; and

displaying to the calling user the message included in the body of the response message,

wherein the message informs the calling user an approximated waiting time for connection with the called end-point.

19. (original) The method of claim 18, wherein the message includes instructions for the calling user.

20. (canceled)

21. (original) The method of claim 18, wherein the message is displayed to the calling user while awaiting connection with the called end-point.

22. (original) The method of claim 18, wherein the information is user profile information.

23. (currently amended) A method for establishing an internet protocol telephony session between a calling end-point and a called end-point, the method comprising:

transmitting a request message for establishing a session with the called end-point;
composing a message including promotional information in response to the request

message;

including the composed message in a body of a response message;

transmitting the response message to the calling end-point; and

displaying to a calling user the message included in the body of the response message,

wherein the message further informs the calling user an approximated waiting time for connection with the called end-point.

24. (original) The method of claim 23, wherein the message further includes instructions for the calling user.

25. (canceled)

26. (original) The method of claim 23, wherein the message is displayed to the calling user while awaiting connection with the called end-point.

27. (original) The method of claim 23, wherein the message further includes personal data associated with the calling user.

28. (original) The method of claim 23, wherein the promotional information is customized based on user profile information.

29. (canceled)

30. (canceled)

31. (canceled)